



## Our Member Charity Impacts on Milwaukee and Southeastern Wisconsin

**THE CONSERVATION FUND**  
*America's Partner in Conservation*

### Providing Natural Flood Protection for the City of Milwaukee

For the past 10 years, **The Conservation Fund** has helped the **Milwaukee Metropolitan Sewerage District** fight flooding by managing “**Greenseams**,” a program that has protected more than 2,000 acres of key lands in the **Milwaukee Metropolitan Area** containing water-absorbent (hydric) soils. As a long-term approach to flood management, **Greenseams** is an innovative program that uses land conservation as a tool to safeguard the **Milwaukee Metropolitan Area** and its water supply. The **Greenseams** program is managed by two **Conservation Fund** staffers based in the **City of Milwaukee**.

Each acquired property, all near major waterways, are left undeveloped to maximize their water-absorbing capacities and are managed by a local community or land trust. Today, the **Milwaukee area** has gone from experiencing roughly 50 “overflows” of wastewater a year to just two. These lands, which also preserve wildlife habitat, often become treasured community assets for **Milwaukee area** residents who enjoy hiking, bird-watching, and other outdoor pursuits.

Four hundred acres of **Greenseams** sites in the **Milwaukee area** that were previously in agriculture have been converted into wetland, prairie and forest habitats. Once restored to their native environments, these properties not only absorb more rain and snow melt, which slows water flow into the **City of Milwaukee**, but they also act as buffers, filtering out pollutants and increasing water quality.



## Providing Grants to UW-Milwaukee and Marquette University

Working with faculty, staff, administrators, and students, the **National Wildlife Federation's Campus Ecology Program** strives to assist colleges and universities in their reduction of greenhouse gas emissions, greening the curriculum, and general campus sustainability efforts.

An "Energy Matters" program is currently being implemented on the **University of Wisconsin-Milwaukee campus with a grant from the National Wildlife Federation**. The campus-wide energy conservation initiative is projected to reduce energy consumption by 25 percent by 2013. Energy conservation measures include occupancy sensors, variable air volume, lighting upgrades, and computer power management.

**Marquette University received a grant from the National Wildlife Federation** to convert a student shuttle service van from gas to electric power in order to reduce the carbon footprint and operating costs of the service. The project was assisted by **Milwaukee Area Technical College instructors Joseph Spitz and Steve Schild**.



**rails-to-trails**  
conservancy

## Converting a Railroad Corridor into Milwaukee's Hank Aaron Trail

The **Rails to Trails Conservancy** has helped Wisconsin convert more than 1,300 miles of abandoned railroad corridors into recreation trails, including the **Hank Aaron Trail in Milwaukee**. This trail greatly enhances **Milwaukee County's Oak Leaf Trail Bicycle Route Network**. The recent acquisition of a 5-mile former rail corridor by the Department of Natural Resources-with the help of the **Rails to Trails Conservancy**-will eventually extend the **Hank Aaron Trail** from **Miller Park west to the Milwaukee-Waukesha county line**.

Other southeastern Wisconsin railroad corridors that the **Rails to Trails Conservancy** has helped develop include the **Ozaukee Interurban and Bugline trails**.

Rails to trails conversions like these, link **Milwaukee area neighborhoods, schools, and parks**. These trails also improve the public health of **Milwaukee area residents** by providing a convenient place to exercise, which combats heart disease, high blood pressure and diabetes, three of our top health-care challenges. Many rail trails in **Wisconsin** also serve as corridors for wildlife, including deer, turkey, and pheasant.



**American Rivers**  
Thriving By Nature

### Keeping Milwaukee's Rivers Healthy and Clean

Polluted storm water runoff is a leading cause of pollution to **Milwaukee's rivers**. **American Rivers** is a leader in providing solutions to urban water pollution. An **American Rivers** staff member is based in **Milwaukee** to help the city with this great challenge.

In partnership with the **Milwaukee Metropolitan Sewerage District**, **American Rivers** hopes to help the city address its storm water problems in a positive and proactive way through the use of green infrastructure. They are employing four strategies:

- Promoting the benefits of green infrastructure to **Milwaukee homeowners, businesses and policymakers**;
- Educating **Milwaukee** homeowners and businesses about how to install green infrastructure and providing needed technical support;
- Building and showcasing **Milwaukee** demonstration projects; and
- Changing local policies to provide incentives for green infrastructure practices throughout the **Milwaukee Municipal Sewerage District's jurisdiction**.



**NATURAL RESOURCES DEFENSE COUNCIL**  
THE EARTH'S BEST DEFENSE

### Cleaning Up South Shore Beach and Redeveloping the Pabst Brewery

The **Natural Resources Defense Council** recently released its 20th annual "Testing the Waters" report, which included **South Shore Beach in Milwaukee**. It showed that **South Shore Beach's water** still suffers from serious contamination.

Due to this testing, **The Natural Resources Defense Council** helped spur enactment of the federal Beach Act, which requires the **City of Milwaukee and Milwaukee County** to adopt the Environmental Protection Agency's recommended health standards or ones equally protective of public health. The Beach Act also encourages the **City of Milwaukee and Milwaukee County** to monitor beachwater quality and notify the public about possible health risks from pollution.

The **Natural Resources Defense Council** also recently created a new model for urban land development (Leadership in Energy and Environmental Design for Neighborhood Development) and one of the pilot projects is **The Brewery, the comprehensive revitalization of downtown Milwaukee's once-badly-declined Pabst Brewery property**. It covers about 20 acres and includes the restoration of more than 20 buildings listed on the National Register of Historic Places.



## CLEAN WATER FUND

### **Protecting Lake Michigan and Milwaukee's Drinking Water**

The Great Lakes hold one fifth of the world's and 95% of the United States' fresh surface water and provide drinking water to more than 30 million people, including residents of the **Milwaukee Metropolitan Area**. However, there have been no consistent rules across the region governing the use of water from the Great Lakes, including **Lake Michigan**.

**The Clean Water Fund** helped advocate for the **Great Lakes Compact**, which was recently signed into law by **Wisconsin** and other surrounding states. The compact gives special water quality and volume protection to all of the Great Lakes, including **Lakes Michigan and Superior**.

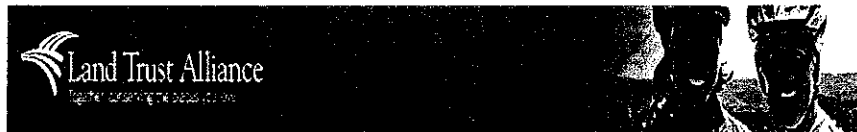
The **Clean Water Fund** continues to advocate for the proper implementation of the **Great Lakes Compact** as well as the protection and restoration of other bodies of water in the state.



## **Cleaning Up Milwaukee's Brownfields Into Development Parcels**

On May 18 and 19, 2010 in **Milwaukee**, the **Environmental Law Institute** hosted a seminar, "Overcoming Barriers to the Redevelopment of Petroleum Brownfields and Other Vacant Properties: The Wisconsin Approach". The seminar highlighted various aspects of **Wisconsin's** acclaimed approach to redeveloping vacant and contaminated properties. The seminar was attended by 30 representatives from businesses, nonprofits, and federal, state, and local government.

**Milwaukee's Menomonee Valley and the 30th Street Industrial Corridor** both have contaminated properties that have been successfully converted into productive land for development with the assistance of the **Environmental Law Institute**.



## **Providing Training and Assistance to Milwaukee Land Trust Members**

The **Land Trust Alliance** promotes voluntary private land conservation to benefit communities and natural systems. The organization has assisted the **Milwaukee Urban Gardens** and the **River Revitalization Foundation**, both **Milwaukee land trusts**, through its "Land Trust Excellent and Advancement Program," an in-person training program.

**Milwaukee Urban Gardens** supports efforts of community groups wishing to start or sustain neighborhood gardens by facilitating land acquisition and assisting with local leadership and beneficial collaborations. **River Revitalization Foundation** serves as the urban rivers land trust in **Milwaukee**, caring for the **Milwaukee, Menomonee, and Kinnickinnic Rivers** by focusing on land acquisitions, easements, and connecting the green space of the three rivers.

The **Land Trust Alliance** has hosted its curriculum course, "Evaluating & Selecting Conservation Projects" at the **Schlitz Audubon Nature Center** the last several years.



Protecting nature. Preserving life.

## **Preserving one of Milwaukee's Watersheds- the Mukwonago River**

A mosaic of forest, wetlands, savannas, rivers, and lakes, the **Mukwonago River Watershed is a natural treasure located a short distance from Milwaukee. The Nature Conservancy** has helped protect a total of 1,635 acres of this unique landscape, which provides the **aquifer for drinking water for many of the Milwaukee Metropolitan Area's residents.**

**The Mukwonago River is one of the cleanest streams in southeastern Wisconsin and provides important habitat for rare fish. The surrounding landscape is home to a wide array of native plants and wildlife, including sandhill cranes, tree frogs, mink, red fox, butterflies and dragonflies.**

These preserved lands also help reduce air pollution for many **Milwaukee Metropolitan Area residents.** Since 1960, **The Nature Conservancy in Wisconsin** has protected more than 160,000 acres of forests, wetlands, prairies, lakes and streams for current and future generations to enjoy.



**National Parks Conservation Association**  
Protecting Our National Parks for Future Generations

## **Promoting and Protecting Southeast WI's Ice Age Trail Segment**

Wisconsin has its own linear national park-the **Ice Age National Scenic Trail**-which when completed, will cover more than 1,000 miles across **Wisconsin.** The **National Parks Conservation Association** helps to promote and protect this statewide treasure.

One of the most scenic sections of the trail traverses the **Kettle Moraine State Forest in southeastern Wisconsin,** with many hikeable-segments a short distance from **Milwaukee.**

The **National Parks Conservation Association** also recently helped to obtain wilderness protection for the **Apostle Islands National Lakeshore,** located in **northwestern Wisconsin.** Other **Wisconsin** properties the organization also helps to protect include the **Namekagon and St. Croix National Scenic Riverways** and the **North Country National Scenic Trail.**